



*How to
measure time
with tape*

DeJUR
GRUNDIG

Stenorette®

DICTATING SYSTEMS

TIME IS A COMMODITY.

To the executive behind a desk time represents so many communications dictated; so many decisions made. If he can record on a machine that is easy to use he saves time. If the recording medium can be quickly erased and reused he saves time. If he can "wipe" off his mistakes and re-dictate his corrections with a flick of his thumb both he and his secretary save time. And he can do just that if he dictates on magnetic tape, on an instrument that's as simple to use as a telephone — the DeJUR-Grundig Stenorette Dictating-Transcribing machine.

To the salesman on the road time is a highly prized commodity. To measure it best he too uses magnetic tape. Whether he employs a battery powered portable dictating machine like the Stenorette-Companion, or its compatible office size counterpart, the Stenorette (working off an automobile battery through an inverter), he knows that the hours he once spent on paperwork can now be reduced to minutes. But even more important — he no longer has to wait till the end of the day before he makes out his reports. He can start dictating immediately after his meeting, while ideas, commitments, instructions are still fresh in his mind. Stenorette users can even dictate in a moving car.

To the court reporter who must dictate his shorthand notes so that a typist can transcribe them time is measured in so many pages of testimony turned out each day. If he can dictate error-free material with flawless fidelity he saves time. And if he can employ an endlessly reusable magnetic tape he saves money. Stenorette offers both.

In medicine, among the legal profession, in the physical sciences, in the arts, wherever words have to be committed to paper, wherever time is of the essence, Stenorette and the magic of magnetic tape create a new dimension to a man's working time — convenience !



Short cuts to signature time



Observing the following suggestions will make life much easier for the transcription operator, and greatly cut down the dictation-to-signature time.

Start your dictation with a note to the transcriber specifying the number of copies desired:

Example — “This is a letter; I will require carbon copies for Mr. Smith, Mr. Jones, Mr. Brown.”

Since your tape is going to accompany the correspondence in the transport folder, it's not necessary to spell out every name in the salutation. You can say: “This will go to Mr. J. P. Jones of the Wishmount Company in Beaumont, Montana, and you will get the correct address and spelling from the correspondence.” When the transcriptionist comes to your letter she will automatically check with the collateral material in the transport folder, pick the name and address right off the correspondence, and save you the time and trouble of spelling it out for her.

Talk in a natural conversational tone of voice. If you are using a Stenorette, the Automatic Voice Control will boost whispers and suppress shouts to make the recording clear and understandable provided you do not slur your words.

There is a tendency to “mike fright” on the part of some executives, especially those using a dictating machine for the first time. Talk into the machine as though it were a telephone. Remember you are using eraseable magnetic tape, and corrections are easy — especially if you are using a Stenorette.



It is good practice to dictate punctuation marks, including periods. The transcriptionist is able to determine the natural end of sentences, but what is she to do if her boss changes his mind and what appeared at first to be a pause at the end of a clause becomes a full stop? Dictate figures by digits. Spell out all proper names in the body of a letter, especially if those names cannot be found in the collateral correspondence. Spell out all unusual words, and ambiguous terms.

Make sure that all collateral correspondence is in the correspondence folder.

Listen critically to your own dictation from time to time. Some dictators have a tendency to speak slowly about one aspect of their work, very rapidly — hence, indistinctly — about more familiar aspects. Frequently a dictator will forget that the person who is going to transcribe his dictation is not as familiar with the subject as he is. Reviewing once in a while will help you understand the other person's point of view and in that way help make you become a better dictator.

Develop the habit of speaking *after* the tape starts. Many dictators forget themselves and begin dictating before their thumb presses the microphone operating button. The result is that the first syllable or two of the first word is chopped off. These missing first syllables can be a real drag on your secretary's efficiency, and your's as well. A little practice should enable you to coordinate your speech automatically with the movement of your thumb. Try it a few times right now.

*Simplicity
is the key
to good
dictation*



"I have made this letter longer than usual because I lack the time to make it shorter." — Blaise Pascal

How often have you felt that given a little more time you, too, could write a better, shorter letter? We all have. But if you're like most other businessmen you won't ever have any more time than you have right now. So the only way to approach this problem is to put into practice some of the rules others have found helpful. Simplicity in writing shows up in the kind of language used, in the organization of ideas, in the construction of sentences and paragraphs, in the methods of presentation. Listed here are a number of suggestions that will make your job of dictating easier:

Sentences should average from twelve to fifteen words, rarely longer. Sentences should not all have the same number of words or the writing will tend to be dull, monotonous. A change of pace makes for easier reading, too. Don't fear variety. But remember, on the average, sentences around twelve words each are the easiest to understand.

Avoid expressing more than one idea in one sentence. The average person is not trained to grasp the meaning of involved sentences. Business people are far too busy to take the time to study complicated meanings. Make it easy for your reader to understand. Avoid conjunctions as much as possible. Conjunctions are joining words, e.g., *and*, *but*, *etc.* Properly used they are very helpful, but most people use them as convenient pegs with which to tack on additional thoughts and qualifications. This makes for difficult reading, results in misinterpretations.



Avoid unnecessary articles. Try to avoid using the articles, *a, the, an, etc.* Avoid a sentence like this: "It is the best thing to consider the automobile as an example of unnecessary expense." (It is best to consider automobiles as examples of unnecessary expense.)

Go easy on the polysyllables — some of our best writers rarely use words of more than two syllables when they want to create an effect.

Use words that denote action, and use them properly. Using verbs properly will make your writing come alive. To become really effective place your verb as near as possible to the end of a sentence.

It is good practice to erase your tape before each round of dictation. If you happen to own a Stenorette this procedure is very simple. Just press the REWIND Button and the center red button simultaneously, and as the tape is rewound it is automatically erased. Clearing the tape can be done by your secretary after she has transcribed everything on the reel, or, better still, it should be done by you, the executive, after you have signed the correspondence, or read and approved the contents of the tape. There are good reasons why you, the dictator, should do this yourself. If the transcriptionist is distracted, or interrupted and by accident happens to skip a paragraph, or even a word of instruction, it can make the difference between a proper letter and an improper letter. Retaining the tape until you have read the correspondence, and then clearing the tape yourself is good operating procedure.

*Basic
requirements
for
good dictation*

Good executives develop good dictating skills by observing two important fundamentals. They take the time and trouble to learn all they can about the instrument they use, what it can do and what it can't do; and they continue developing good working habits.

Where does one start?

You can begin right here. Sitting quietly go through all the motions and visualize what occurs every time you dictate. The tape has to travel across the recording head, through the tape channel. Naturally the tape channel has to be cleared before the tape will fit. Normally the tape channel is cleared only when the dictating machine is in OFF position. Check your dictating machine right now. Make this one of your good habits.

Magnetic recording tape has two sides — a glossy side and a dull or coated side. The coated side must be next to the recording head. On the Stenorette the glossy side is on the outside toward you. Sometimes through improper handling a tape may be creased in such a way that the coated side folds away from the recording head and you find yourself dictating but not recording. Check your tape. Make sure the coated side faces the recording head.

Should you discover that you have a "reversed" tape, first stop the machine and clear the tape channel. Then simply locate the bend in the tape, straighten it and resume recording.

Remember, too, that while the reproductive quality of magnetic tape is excellent, it can only be as good as the sound that is dictated onto it. If you mumble, turn your face away from the mike, or if you speak so quickly that you slur your words, it will all be reflected in the quality of the playback. Speak clearly and distinctly at all times.



An instruction book is a cold impersonal item that most people never read. Yet your instruction book can be your key to success in using a dictating machine. If you are the owner of a Stenorette you might find these simple rules for good practice helpful:

After you have set up your machine and before you start dictating, press the **PLAYBACK** Button and give your tape a few spins just to make sure that some vital piece of untranscribed dictation is not still on the tape.

Next, press your **DICTATE** Button. Dictate a few words then go into **Quick Review** and listen to the playback. This will do two important things: It will tell you if the machine is in working order, and whether the **Playback Volume Control** is at the desired level for your own purpose.

Incidentally, set the **Playback Volume Control** low, especially so if you are in an office with other people. It can be disconcerting to a man at the desk next to yours to have to listen to echoes every time you go into **Quick Review**.

“Push-Button” Operation has a different meaning when applied to different dictating units. On the Stenorette one button on the microphone does all the work. Yet, while all controls for operating the Stenorette are in the palm of your hand, there are times when you have to use the push buttons on the instrument. Remember this cardinal rule — always press the **OFF** Button before you push or press any other button on the machine. For instance, never go from **FAST FOWARD** to **FAST REWIND** without first pressing the **STOP** Button. In most cases nothing alarming will happen if you forget to do this. But you are adding an extra strain to a delicate piece of machinery, and if you ignore this rule too often you may eventually have a service call on your hands.

Developing good habits

The time an executive saves by using a dictating machine is in direct proportion to the number of good dictating habits he develops.

It is not enough to know what you want to say before you say it. Try to "see" everything that is required to get the letter into the mailbox. Understand the complete operation beginning with the moment you pick up the microphone to dictate.

Bear in mind that your dictation is going to be transcribed by a typist, that she will be guided by what she hears in the way of instructions. If you are going to dictate a letter, then you must tell her so; if it is the first draft of some report that should be double spaced on plain bond, then she ought to know that too. If a memo requires a special format, this must be made clear to her at the very beginning, and if you want a certain number of carbon copies, these instructions should all be given at the start.

These are only a few of the things an executive who dictates must bear in mind when he begins his report if he is to get the most out of his dictating machine.

If you are planning a letter it's a good idea to know what you want to say before you sit down to dictate. It's even better if you know how you intend to wind up the main body of your letter, and use that as a goal to aim at.

If the dictation is a report or a memo, a more elaborate organization is recommended — generally an outline written out so that you will be able to cover each point logically as it comes up. Having organized your thoughts so that you know exactly what point or



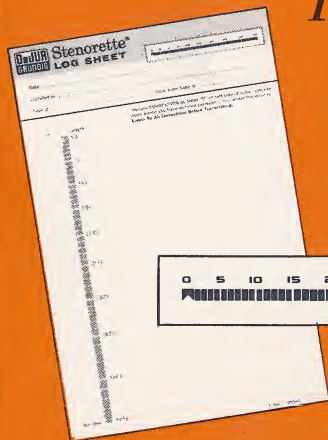
points you wish to emphasize, pick up your microphone and plunge right in. If your dictating machine is a Stenorette you will enjoy the greatest freedom imaginable. Under your thumb is the Microphone Control Button that permits you to change your mind as often as you please. If you make an error, erase it as you say it again *correctly*. In Stenorette you have a dictation machine that builds confidence !

Open with good news, a pleasant statement, an affirmative remark. After you have eased the way, present the less welcome points of your letter. Try to place yourself in the other fellow's shoes. Consider *his* side first, try to determine what you would like done if you were in his position and then present your case.

By all means write as you speak. In fact, imagine the recipient sitting at your desk as you dictate; address yourself to *him*. That friendly tone we all want in our letters will soon become a characteristic of your dictated material.

Your mental attitude is most important, too. Your thoughts should be about the person to whom you are going to write. Look upon every letter as an opportunity to help someone understand you better, understand your Company, your product, or the unusual situation that requires this letter. If you start each letter in exactly the right frame of mind you are guaranteeing the kind of results that will make you feel that your time was utilized advantageously.

*Use your
Progress Scale
and use your
Log Pad*



When you finish a unit of dictation "log" it on a Log Pad. This is especially important when you are going to have an accumulation of letters, memos, notes and instructions. By presenting your transcriptionist with a log of this sort you are giving her a check list that will prevent her from missing vital points.

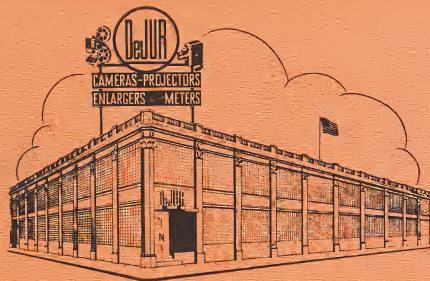
Logging your dictation becomes especially valuable when you have to make corrections that must be incorporated in correspondence already dictated. With a Stenorette this is easily done. You simply locate the number on the Progress Scale at which the correction appears on the tape, draw a line to the left of the corresponding number on the Log Pad, and indicate it with the letter "C". Next draw an arrow from the "C" to the number on the Log Pad that corresponds to the number on your Progress Scale where the correction should be inserted. By logging it this way you are giving your secretary an opportunity to locate the error in the original dictation, then skip very quickly to the point where the correction was dictated, and finally to type the correct version immediately before returning to the main body of correspondence.

*"Compatibility"
—the new
executive tool*



If you are one of those executives who is always on the go you will want to investigate the completely compatible Stenorette dictating system. With the battery powered portable Stenorette-Companion in the field, and a standard desk size Stenorette in your office, you have a dictating system that is at your fingertips wherever you are and at any time you happen to require it.

Ask to see the Stenorette Companion at your local dealer. It will be well worth your time.



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DS-579	CARRYING CASE (Wood)	18.00
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DS-595	ANTI-HUM TELEPHONE ADAPTER	9.00
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Stenorette®-VERSATILE

PORTABLE DICTATING MACHINE (Includes Microphone, Tape Magazine and Log Pad)

CAT. NO.	ACCESSORIES†	PRICE
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DS-584	BATTERY CABLE—6 Volt	4.50
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DS-546	LOG PAD	.50
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DS-590	AC POWER PACK	34.50
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DS-594	MINIATURE TIE CLIP MICROPHONE	17.50
DS-510	EARPHONE WITH EARLOOP	13.50
DS-596	DELUXE CARRYING CASE	15.00

†Federal Taxes Not Applicable When Accessories Are Purchased Separately



DS-515



DS-534



DS-610



DS-514



DS-521



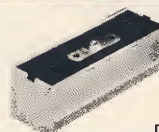
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DS-518



DS-540



DS-583



DS-549



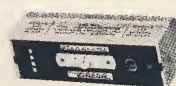
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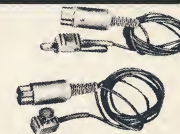
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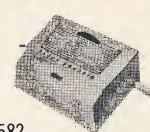


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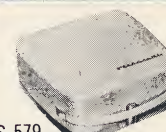
DS-580



DS-582



DS-577



DS-579

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Tape
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Dust
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Log Pad



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Includes:

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B Log Pad

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Thank you for your Inquiry

As a dictating/transcribing system, Stenorette has no equal. It is simple to operate; unique in features and performance. Naturally we can only begin to tell you about the machine in this letter. To appreciate Stenorette fully, you must see it in operation—preferably in your own office.

We have contacted the Stenorette franchise dealer nearest you and he will be calling shortly to offer a free demonstration of the machine.

In the meantime, the enclosed literature will convey some of the many advantages of our Stenorette dictating systems.

Very truly yours,

Enclosures

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